

SUMMARY POINTS
WEDNESDAY, SEPTEMBER 7, 1994

- PM-USA and Marlboro Shipment Nielsen, Consumer Tracking consist of standard levels.
 - Most Performance
• OPB, Basic S
• B&H share
• \$ Pack Gaps:
Below Benchr
 - Higher than expected with holiday purchase and/or national brand launch preparation.
- Original Deck
Dave Beran to WIC
9/7/94*
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- able Except:
elsen C-stores
lowest Discount
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omotional activity

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